



2010 CENSUS: IT'S IN OUR HANDS

An Introduction to the 2010 Census

Counting Everyone Once — and Only Once — and In the Right Place

The foundation of our American democracy is dependent on fair and equitable representation in Congress. In order to achieve an accurate assessment of the number and location of the people living within the nation's borders, the U.S. Constitution mandates a census of the population every 10 years.

The census population totals determine which states gain or lose representation in Congress. It also determines the amount of state and federal funding communities receive over the course of the decade. 2010 Census data will directly affect how more than \$4 trillion is allocated to local, state and tribal governments over the next 10 years. In order for this funding allocation to be accomplished fairly and accurately, the goal of the decennial census is to count everybody, count them only once, and count them in the right place. The facts gathered in the census also help shape decisions for the rest of the decade about public health, neighborhood improvements, transportation, education, senior services and much more.

Reaching an Increasingly Diverse Population

The goal of the 2010 Census is to count all residents living in the United States on April 1, 2010. The U.S. Census Bureau does not ask about the legal status of respondents in any of its surveys and census programs. To help ensure the nation's increasingly diverse population can answer the questionnaire accurately and completely, about 13 million bilingual Spanish/English forms will be mailed to housing units in neighborhoods identified as requiring high levels of Spanish assistance. Additionally, questionnaires in Spanish, Chinese (Simplified), Korean, Vietnamese and Russian — as well as language guides in 59 languages — will be available on request.

Recruiting Census Workers

By 2010, there will be an estimated 310 million people residing in the United States. Counting each person is one of the largest operations the federal government undertakes. For example, the Census Bureau will recruit nearly 3.8 million applicants for 2010 Census field operations. Of these applicants, the Census Bureau will hire about 1.4 million temporary employees. Some of these employees will be using GPS-equipped hand-held computers to update maps and ensure there is an accurate address list for the mailing of the census questionnaires.

10 Questions, 10 Minutes to Complete

With one of the shortest questionnaires in history, the 2010 Census asks for name, gender, age, race, ethnicity, relationship, and whether you own or rent your home. It takes only about 10 minutes for the average household to complete. Questions about *how* we live as a nation — our diversity, education, housing, jobs and more — are now covered in the American



2010 CENSUS: **IT'S IN OUR HANDS**

Community Survey, which is conducted every year throughout the decade and replaces the Census 2000 long-form questionnaire.

Responses to the 2010 Census questionnaire are required by law. All responses are used for statistical purposes only, and all are strictly confidential.

For more information, visit the 2010 Census Web site at <<http://www.census.gov/2010>>.

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2010 CENSUS: IT'S IN OUR HANDS

The 2010 Census and the American Community Survey *America is Changing, and so is the Census*

One of the most significant changes in modern census history will occur in 2010 — for the first time since 1930, all addresses in the U.S. will receive a census short form.

In recent censuses, most addresses received one of two forms: either the short form, which focused on the population count and demographics; or the long form, which included additional questions on socioeconomic and housing characteristics. Nationwide, about one-in-six addresses in 2000 received the long form. Together, the two parts of the decennial census showed not only the number of people living in America but also the way we live: education, housing, jobs and more. This information will still be part of the decennial census, but it will be collected on a continuing basis as part of the American Community Survey.

Although the U.S. Census Bureau's Population Estimates Program provides estimates of population and housing in the years between censuses, there were no updates on the estimates for the long form's characteristics data. Our nation is not static, however, and communities need current data to make informed decisions.

After a decade of testing and development, the Census Bureau launched the American Community Survey (ACS) in January 2005. The ACS is officially part of the decennial census and includes essentially the same questions as the long form. But rather than once a decade, the ACS is sent to a rolling sample of addresses every month, every year, throughout the nation. By 2010, the new survey will yield current annual data for all geographic areas of the country in the form of single- or multiyear estimates.

For more information about the American Community Survey, please visit the Census Bureau Web page at <http://www.census.gov/acs>.

TOPICS IN THE 2010 CENSUS:

Demographic Characteristics: Age | Sex | Hispanic Origin | Race | Relationship | Home: Owned or Rented?

(more)



2010 CENSUS: IT'S IN OUR HANDS

ADDITIONAL TOPICS IN THE AMERICAN COMMUNITY SURVEY

Social Characteristics: Marital Status | Marital History | Fertility | Grandparents as Caregivers | Ancestry | Place of Birth, U.S. Citizenship and Year of Entry | Language Spoken at Home | Educational Attainment and School Enrollment | Residence 1-Year Ago | Veteran Status: Disability Rating and Period of Service

Economic Characteristics: Income | Food Stamps Benefit | Labor Force Status | Industry, Occupation, and Class of Worker | Place of Work and Journey to Work | Work Status Last Year | Vehicles Available | Health Insurance Coverage

Housing Characteristics: Year Structure Built | Units in Structure | Year Moved into Unit | Rooms | Bedrooms | Plumbing | Kitchen Facilities | House Heating Fuel | Telephone Service Available | Home Value | Rent | Mortgage Status | Selected Monthly Owner Costs



2010 CENSUS: IT'S IN OUR HANDS

Complete Count Committees Key to a Successful Census in 2010

Every 10 years, as mandated by the U.S. Constitution, our nation conducts a census — an effort to count every person living in the United States. This multibillion-dollar operation requires years of planning and more than a half million temporary workers.

The key to this endeavor is having every household fill out and mail back a completed census form. Participation is critical, as the results determine how Congress is apportioned and how more than \$400 billion in federal funds are distributed annually to state, local and tribal areas.

One way to help ensure that everyone is counted is to form Complete Count Committees in communities, municipalities, cities, counties, states, and tribal governments across the country.

Complete Count Committees are volunteer teams consisting of community leaders, faith-based groups, schools, businesses, media outlets, and others who are appointed by elected officials and work together to make sure entire communities are counted.

“We want the 2010 Census to be the most accurate yet, and we are again calling upon Complete Count Committees to help us achieve that goal,” said Dr. Robert Groves, director of the U.S. Census Bureau. “To ensure an accurate count and distribution of funds for schools, roads and elderly services, the support of local Complete Count Committees is vital.”

A variety of state, county, municipal, tribal and community-based organizations formed 11,800 Complete Count Committees during Census 2000. These committees developed targeted outreach plans specific to their communities to supplement what the Census Bureau was already doing through paid advertising and partnership efforts. As a result, these committees helped



2010 CENSUS: IT'S IN OUR HANDS

inform local residents — including those historically hard to reach populations— of the importance of responding to the census. In part because of these efforts, the response rate for Census 2000 increased for the first time in 30 years and the undercount of those historically missed during a decennial census was reduced. In short, the Complete Count Committees, when combined with the Census Bureau's paid advertising and partnership program, made a huge improvement in the quality and accuracy of Census 2000.

In 2010, we need even more of these committees to help educate and inform our increasingly diverse nation. Complete Count Committees can start now to create awareness within their communities about the upcoming 2010 Census. They can donate space for testing and training temporary census workers, publicize recruiting efforts and obtain endorsements from local leaders. They can conduct census rallies or parades, media luncheons, and interfaith breakfasts and weekend events, as we get closer to Census Day.

The 2010 Census will have one of the shortest census questionnaires in the history of the United States, dating back to the first census in 1790. The 2010 Census will ask just name, gender, age, race, ethnicity, relationship and whether the head of household owns or rents their home. The census form will take only about 10 minutes on average to complete, and answers are protected by law and strictly confidential.

For more information about forming a Complete Count Committee, please contact your Census Bureau regional office and ask to speak with a Partnership staff member. Staff can provide you with training materials, timelines, suggested activities, and a Complete Count



2010 CENSUS: IT'S IN OUR HANDS

Committee handbook to make your committee a success. Visit the Census Bureau's Web site at <http://www.census.gov> and click on "Regional Offices" for contact information.

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